

graphically presented on the client device 118 through the viewer software 120. Similarly, where the user desires to sell assets from a portfolio 114, an asset for sale is identified along with a sell value, which is executed. The portfolio data 114 is updated upon receipt of the sell execution.

In addition to using the portfolio construction 108 and portfolio management tools 110 to create and manage portfolios of financial assets, the system 102 provides the ability for users to generate and maintain watch lists 124. Like a portfolio 114, a watch list is a data item of file containing a grouping or collection of financial assets. Unlike a portfolio 114, however, a user does not actually own any of the financial assets grouped as a watch list 124. The watch list 124 provides a mechanism through which the user may view the performance of a group of assets without assuming the risk involved with ownership of the assets.

The portfolio management tool 110 also allows a user to add and remove financial assets to a watch list 124 using GUI controls presented by the viewer software 118 executing on the client device 118. A user simply supplies a ticker symbol or other financial asset identifier to the system along with a currency value or number of shares, which the tool will save in the user's watch list 124. Likewise, users may remove all or part of an asset or assets from a watch list by supplying an identifier and amount value.

The portfolio management tool 110 further provides functionality that allows a user to purchase the assets containing in a watch list 124, thereby converting it into a portfolio 114. An order ticket is generated for all assets contained in the watch list 124, which is routed via the network 116 to an affiliated financial institution 122. The assets are purchased and the user's account with the financial institution 122 is debited. The order confirmation is returned to the system 102, which converts the user's watch list 124 into a portfolio 114. Alternatively, the

assets purchased from a watch list 124 may be combined with assets in an already existing portfolio 114.

Another feature of the portfolio management tool 110 is the ability to set and trigger alerts. Alerts are set by a user for an entire portfolio or specific assets within a portfolio 114 or portfolios. When the value of an asset within a portfolio, or the value of a particular portfolio, falls below or rises above a level set by the user, an alert is generated by the system 102 and delivered via the network 116 to the user's client device 118. In this manner, a user may be kept abreast of the changes in value to particular financial assets or the value of an entire portfolio. When an alert is received, the user may access the portfolio management tool 110 and take appropriate action, e.g., buying or selling a financial asset or accessing the asset allocation tool 106 for new portfolio recommendations in light of the information contained in the alert. Alternatively, an alert may be issued by the system 102 to one or more users to alert the user to particular market conditions or the availability of a new financial asset in the marketplace.

A conceptual drawing of the integration of the various tools presented in Fig. 1 that comprise the overall system is presented in Fig. 2. As the overall diagram makes clear, the tools that comprise the system 202, 204, 206, and 208, integrate seamlessly to provide a total solution for financial portfolio creation and management. The first step in the process for a new user, or a user who wants to "reprofile" his or her financial needs and goals, is to access the investor profile tool 202. Using the investor profile tool 202, the system 200 is capable of obtaining profile information regarding the user's risk tolerance, time horizon, financial goals, etc. This data forms the basis for the system 200 to provide recommendations regarding financial assets that are congruent with the user's financial needs and goals.

Information collected by the investor profile tool 202 is analyzed and stored as a profile that forms the basic input parameters for the asset allocation tool 204. In addition to using data compiled by the investor profile tool 202, the asset allocation tool 204 may collect more detailed data regarding the user's risk tolerance in one or more asset classes, goal specific capital needs, wealth management goals, etc. Based on this extended information, the tool 204 suggests major asset classes and a comprehensive breakdown of each asset class. The user is free to take the system recommendations in whole, in part, or not at all. In this manner, the user moves from determining what they need to do financially (the investor profile tool 202) to how they should do what is financially required for fiscal success (the asset allocation tool 204).

The foundation of financial asset suggestions generated by the asset allocation tool, based upon the information collected by the investor profile tool 202 and the asset allocation tool 204, is used to create one or more financial portfolios by the portfolio construction tool 206. Using links to an affiliated financial institution, e.g., Deutsche Bank, currency is identified for purchasing financial assets. Users interact with the tool 206 to select desired financial assets such as stocks, mutual funds, bonds, etc. At this point, financial assets selected may be of the user's personal liking, selected from the suggested financial assets that are in line with the user's needs and goals as identified by the investor profile tool 202 and asset allocation tool 204, or a combination of the two. The selected assets are purchased from the affiliate financial institution, as is well known to those skilled in the art, and recorded in the user's portfolio. In this manner, the user moves from determining how they should do what is financially required for fiscal success (the asset allocation tool 204) to actually purchasing the assets that enable fiscal security (the portfolio construction tool 206).